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Solution Brief
Asset Management

Your organization produces huge volumes of content across a variety of formats. Your content is the face of your organization to your customers: it represents your brand, your image, and your vibe—and it needs to be consistent and clear. Your language assets—your glossary, Style Guides, and Translation Memories (TMs)—are the keys. In addition, sound asset management results in major cost and time efficiencies, prevents rework, eliminates additional review cycles and QA steps, and shortens localization turnaround times.

Glossary

Consistent messaging is impossible without consistent terminology. Terms that vary between products, documentation, and marketing materials may render your offerings difficult for your customers to use. They will question the quality of the product, and maybe even stop using it. Support requirements can also increase as a result of confusion when critical product-specific terms differ.

A multilingual glossary resolves these issues. This glossary, containing approved source and target translations, includes terms specific to your product/industry, blacklisted terms, and any English-only terms. Translators then know which translation to use whenever a certain term comes up.

Our Terminology Management Services include:

> Linguistic evaluation of existing glossaries

> Creation of new glossaries via terminology extraction from current documentation and translation of source terms

> Ongoing terminology management and maintenance

> Advice on using standard industry glossaries for individual target markets

> Terminology management tools consulting and implementation

> Development of a customized corporate terminology process

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Style Guides

The best way to ensure that your brand and tone of voice are accurately captured in target-language content is through a Style Guide. The Style Guide helps linguists choose language and grammar that will match your brand, including voice/tone/register, number, date, and currency formatting rules, information around punctuation, grammar, spelling and syntax, how to handle brand names, cultural red-flags (like slang), and acronym clarification. It also provides extensive do's and don'ts to service as examples for your translators.

We work directly with your creative agency and marketing department to understand your corporate style, then we recreate it for each target market. We can also train all team members on the new conventions and guidelines.
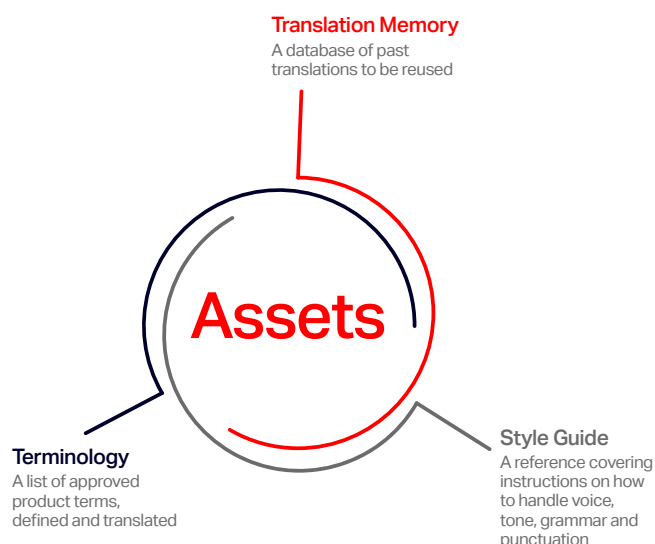
Translation Memories

Translation Memories help linguists leverage translations that have already been approved, providing significant cost and time savings. In a mature localization program, TMs can yield up to 30% savings. These databases provide immediate translation suggestions during the translation process so that linguists can quickly and easily accept perfectly matching translations, or edit similar translations that the tool suggests.

As technology experts, we have extensive experience with a variety of commercially-available and proprietary TM technologies, and can help with plugging them into your translation process. We also assist with exporting, importing, and converting TM file formats.

Additional TM services include:

> "Aligning" monolingual source and target files and uploading translations into the TM

> Merging or splitting TMs to organize assets based on content types or product lines

> Performing a linguistic QA of existing TMs to ensure updated terminology usage and eliminate outdated, duplicate, or incorrect segments

To find out how our Asset Management services could improve your content's consistency, maintain your brand, and lower your localization costs, please contact us at: *http://www.moravia.com/en/contact-us/*

Translation Memory
A database of past translations to be reused

Assets

Terminology
A list of approved product terms, defined and translated

Style Guide
A reference covering instructions on how to handle voice, tone, grammar and punctuation

About Moravia

We are a leading provider of translation, localization, and testing services. We collaborate and innovate; we are flexible and reliable. Because of our comprehensive services, our clients enter global markets with high-quality localized products and digital content that meet their customers' language and functionality requirements in any locale. Leveraging our global operational model, flexible technology approach, and deep cultural expertise, Moravia enables brands to deliver local relevance on a global scale.

Moravia IT has nine offices: Brno, Czech Republic (headquarters); Rosario, Argentina; Nanjing, China; Budapest, Hungary; Dublin, Ireland; Tokyo, Japan; Monterey, CA, U.S.; Seattle, WA, U.S.; Thousand Oaks, CA, U.S.

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